

**ORDER**

KSNV

**Orders**

Order / Rev: **107176**  
 Alt Order #: 06859169  
 Product Desc: ROMNEY FOR PRES 60  
 Estimate: 424  
 Flight Dates: 09/28/12 - 10/02/12  
 Original Date / Rev: 09/27/12 / 09/27/12  
 Order Type: GENERAL

Primary AE: Amy McCreary  
 Sales Office: BLPHI  
 Sales Region: National

**Agency**

Name: American Rambler Productions  
 Buying Contact:  
 Billing Contact:  
 138 Conant St.  
 Beverly, MA 01915

Billing Type: Cash  
 Billing Calendar: Broadcast  
 Billing Cycle: EOM/EOC  
 Agency Commission: 15%

**Advertiser**

Name: Romney for President  
 Demographic: A35+  
 Product Codes: PLC02-Republican  
 Priority: SELECT PRIORITY CODE  
 Revenue Codes: POLITICAL/AGY, PCAN, GEN

New Business Thru:  
 Order Separation: 00:05:00  
 Advertiser External ID:  
 Agency External ID:

**Bill Plan**

Start Date	End Date	# Spots	Gross Amount	Net Amount
08/27/12	09/30/12	14	\$19,650.00	\$16,702.50
10/01/12	10/02/12	24	\$33,600.00	\$28,560.00

**Totals**

Month	# Spots	Gross Amount	Net Amount	Rating
September 2012	14	\$19,650.00	\$16,702.50	0.00
October 2012	24	\$33,600.00	\$28,560.00	0.00
<b>Totals</b>	<b>38</b>	<b>\$53,250.00</b>	<b>\$45,262.50</b>	<b>0.00</b>

**Account Executives**

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Amy McCreary			Start Of Order - End Of Order	100%

**Order Share**

Order Share	Share	Total
KSNV	27%	\$53,250.00
Market	100%	\$197,222.22

**Competitive Share**

Competitive Share	Share	Total
CABLE	0%	\$0.00
KBLR	0%	\$0.00
KFBT	0%	\$0.00
KINC	0%	\$0.00
KLAS	30%	\$59,166.67
KLVX	0%	\$0.00
KSNV	0%	\$0.00
KTNV	20%	\$39,444.44
KTUD	0%	\$0.00
KVVU	20%	\$39,444.44
KVWB	0%	\$0.00
LV1	0%	\$0.00
UNKWN	3%	\$5,916.67

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 1	KSNV	09/28/12	09/28/12	M-F 6-7a WakeUp w/WagM		6-7a	----F--	1:00	1	\$1,300.00	1	0.00	NM	1	\$1,300.00
				M-F 6-7a WakeUp w/Wagners											

WAKE W/WAGNRS2

Start Date End Date Weekdays Spots/Week Rate Rating

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Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 1	KSNV	09/28/12	09/28/12	M-F 6-7a WakeUp w/WagM M-F 6-7a WakeUp w/Wagners	CM	6-7a	----F--	1:00	1	\$1,300.00	1	0.00	NM	1	\$1,300.00
WAKE W/WAGNRS2															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/24/12	09/30/12	----F--					1	\$1,300.00		0.00			
E 2	KSNV	10/01/12	10/02/12	M-F 6-7a WakeUp w/WagM M-F 6-7a WakeUp w/Wagners	CM	6-7a	MT-----	1:00	2	\$1,400.00	1	0.00	NM	2	\$2,800.00
WAKE W/WAGNRS2															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/01/12	10/07/12	MT-----					2	\$1,400.00		0.00			
E 3	KSNV	10/01/12	10/02/12	Today Show Today Show	CM	658a-9am	MT-----	1:00	2	\$1,800.00	1	0.00	NM	2	\$3,600.00
TODAY SHOW															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/01/12	10/07/12	MT-----					2	\$1,800.00		0.00			
E 4	KSNV	09/28/12	09/28/12	Today Show Today Show	CM	658a-9am	----F--	1:00	1	\$1,700.00	1	0.00	NM	1	\$1,700.00
TODAY SHOW															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/24/12	09/30/12	----F--					1	\$1,700.00		0.00			
E 5	KSNV	10/01/12	10/02/12	M-F Today Show II 3rd H M M-F Today Show II	CM	9-10a	MT-----	1:00	2	\$850.00	1	0.00	NM	2	\$1,700.00
TODAY SHOW 2															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/01/12	10/07/12	MT-----					2	\$850.00		0.00			
E 6	KSNV	09/28/12	09/28/12	M-F Today Show II 3rd H M M-F Today Show II	CM	9-10a	----F--	1:00	1	\$700.00	1	0.00	NM	1	\$700.00
TODAY SHOW 2															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/24/12	09/30/12	----F--					1	\$700.00		0.00			
E 7	KSNV	10/01/12	10/02/12	M-F Today Show III 4th H M Today 4th Hour	CM	10am-11am	MT-----	1:00	2	\$650.00	1	0.00	NM	2	\$1,300.00
TODAY SHOW 3															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/01/12	10/07/12	MT-----					2	\$650.00		0.00			
E 8	KSNV	09/28/12	09/28/12	M-F Today Show III 4th H M Today 4th Hour	CM	10am-11am	----F--	1:00	1	\$650.00	1	0.00	NM	1	\$650.00
TODAY SHOW 3															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/24/12	09/30/12	----F--					1	\$650.00		0.00			
E 9	KSNV	10/01/12	10/02/12	Rachael Ray Rachael Ray	CM	11am-12pm	MT-----	1:00	2	\$650.00	1	0.00	NM	2	\$1,300.00
RACHAEL RAY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/01/12	10/07/12	MT-----					2	\$650.00		0.00			
E 10	KSNV	09/28/12	09/28/12	Rachael Ray Rachael Ray	CM	11am-12pm	----F--	1:00	1	\$650.00	1	0.00	NM	1	\$650.00
RACHAEL RAY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/24/12	09/30/12	----F--					1	\$650.00		0.00			
E 11	KSNV	09/28/12	09/28/12	Noon News Noon News	CM	12-1230pm	----F--	1:00	1	\$850.00	1	0.00	NM	1	\$850.00
NEWS AT NOON															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/24/12	09/30/12	----F--					1	\$850.00		0.00			
E 12	KSNV	10/01/12	10/02/12	Noon News Noon News	CM	12-1230pm	MT-----	1:00	2	\$850.00	1	0.00	NM	2	\$1,700.00
NEWS AT NOON															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/01/12	10/07/12	MT-----					2	\$850.00		0.00			
E 13	KSNV	10/01/12	10/02/12		CM	1258p-2pm	MT-----	1:00	2	\$850.00	1	0.00	NM	2	\$1,700.00

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Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
Days of our Lives															
Days of our Lives															
DAYS OF OUR LIVES															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/01/12	10/07/12	MT-----					2	\$850.00		0.00			
E 14	KSNV	09/28/12	09/28/12	Days of our Lives	CM	1258p-2pm	----F--	1:00	1	\$850.00	1	0.00	NM	1	\$850.00
Days of our Lives															
DAYS OF OUR LIVES															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/24/12	09/30/12	----F--					1	\$850.00		0.00			
E 15	KSNV	09/28/12	09/28/12	Dr. Phil	CM	3-4p	----F--	1:00	1	\$900.00	1	0.00	NM	1	\$900.00
Dr. Phil															
DR. PHIL															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/24/12	09/30/12	----F--					1	\$900.00		0.00			
E 16	KSNV	10/01/12	10/02/12	Dr. Phil	CM	3-4p	MT-----	1:00	2	\$900.00	1	0.00	NM	2	\$1,800.00
Dr. Phil															
DR. PHIL															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/01/12	10/07/12	MT-----					2	\$900.00		0.00			
E 17	KSNV	10/01/12	10/02/12	NEWS 3 at 4 (1 HOUR)	CM	4-5pm	MT-----	1:00	2	\$1,450.00	1	0.00	NM	2	\$2,900.00
4PM NEWS (1 hour)															
4P NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/01/12	10/07/12	MT-----					2	\$1,450.00		0.00			
E 18	KSNV	09/28/12	09/28/12	NEWS 3 at 4 (1 HOUR)	CM	4-5pm	----F--	1:00	1	\$1,450.00	1	0.00	NM	1	\$1,450.00
4PM NEWS (1 hour)															
4P NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/24/12	09/30/12	----F--					1	\$1,450.00		0.00			
E 19	KSNV	09/28/12	09/28/12	M-F Early News	CM	5-630p	----F--	1:00	1	\$2,000.00	1	0.00	NM	1	\$2,000.00
M-F Early News															
5P NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/24/12	09/30/12	----F--					1	\$2,000.00		0.00			
E 20	KSNV	10/01/12	10/02/12	M-F Early News	CM	5-630p	MT-----	1:00	2	\$2,400.00	1	0.00	NM	2	\$4,800.00
M-F Early News															
5P NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/01/12	10/07/12	MT-----					2	\$2,400.00		0.00			
E 21	KSNV	10/01/12	10/02/12	M-F Jeop/Wheel	CM	630-730pm	MT-----	1:00	2	\$2,600.00	1	0.00	NM	2	\$5,200.00
M-F Jeopardy/Wheel of Fortune															
JEPARDY/WHEEL															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/01/12	10/07/12	MT-----					2	\$2,600.00		0.00			
E 22	KSNV	09/28/12	09/28/12	M-F Jeop/Wheel	CM	630-730pm	----F--	1:00	1	\$2,000.00	1	0.00	NM	1	\$2,000.00
M-F Jeopardy/Wheel of Fortune															
JEPARDY/WHEEL															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/24/12	09/30/12	----F--					1	\$2,000.00		0.00			
E 23	KSNV	10/01/12	10/02/12	M-F News 3 at Eleven	CM	11pm-1135pm	MT-----	1:00	2	\$2,400.00	1	0.00	NM	2	\$4,800.00
M-F News 3 at Eleven															
11P NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/01/12	10/07/12	MT-----					2	\$2,400.00		0.00			
E 24	KSNV	09/28/12	09/28/12	M-F News 3 at Eleven	CM	11pm-1135pm	----F--	1:00	1	\$2,200.00	1	0.00	NM	1	\$2,200.00
M-F News 3 at Eleven															
11P NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/24/12	09/30/12	----F--					1	\$2,200.00		0.00			
E 25	KSNV	09/30/12	09/30/12		CM	11pm-1135pm	-----S	1:00	2	\$2,200.00	1	0.00	NM	2	\$4,400.00

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Advertiser: Romney for President  
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 Estimate: 424  
 KSNV

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
				Sa-Su News 3 at Eleven											
				Sa-Su News 3 at Eleven											
				11P NEWS											
				<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>			
				Week: 09/24/12	09/30/12	-----5	2			\$2,200.00		0.00			
													Totals	38	\$53,250.00